Audio-Technica Broadcast Partnership with MotoAmerica



L-R: Xavi Forés, Paul Carruthers, Sean Bice

Audio-Technica, an innovator in transducer technology for over 60 years, announces a new exclusive relationship with the MotoAmerica race series, whereby Audio-Technica will serve as the official Broadcast Partner for microphones and headphones for the organization.

MotoAmerica is the USA's premier race series sanctioned by the American Motorcycle Association. The country's top riders in multiple classes compete for the title each season across several race events. The series is broadcast in stereo audio to Fox Sports FS1, MAVTV, ESPN Latin America, SuperSport, Star+ MotoAmerica Live+ streaming, and YouTube, as well as other online outlets. Additional programming includes the Pressure To Rise documentary series and the Off Track With Carruthers and Bice official podcast, and social media shorts. The audio is a crucial part of the series' broadcast coverage, including real-time commentary from knowledgeable announcers, rider interviews and the roar of the vehicles around every turn.

Under the terms of this new partnership, Audio-Technica broadcast and production microphones will be used to capture the sounds on the track and for interviews of the riders post-competition and on the champion podium. Additionally, A-T headsets will be worn by the series' announcers, and A-T mics and headphones will be used

Phoca PDF

in the production of the official podcast and behind-the-scenes programming.

Use of A-T products for the series has already begun, and the results have been stellar. Jeff Nasi, MotoAmerica Senior Vice President of Sales and Marketing, remarks, “There is a big difference in the audio using A-T mics around the track. For instance, the audio detail from the BP28L [Line + Gradient Large Diaphragm Condenser Microphone] provides a bit of real-time forensics, allowing our announcers to identify and discuss developments in a race with on-the-ground info gleaned from the sound of the bikes on the track. That is a level of specificity that we didn’t expect before, and it has allowed us to tailor our coverage to the fans even further.”

Gary Dixon, Audio-Technica U.S. Director, Broadcast Business Development, notes, “These events push the limits of the rider and the machine. It is the same for the production equipment: loud sounds, variable environmental conditions, and the rigors of setup and tear-down with hundreds of miles between tracks. Audio-Technica is proud to be the go-to provider of audio solutions for this exciting series.”

A wide selection of Audio-Technica products will be employed for the MotoAmerica series and related programming, including the following: On-track/on-camera microphones: BP28L Line + Gradient Large Diaphragm Condenser Microphone; BP4027 Stereo Shotgun Microphone; and BP4025 X/Y Stereo Field Recording Microphone. Broadcast announcers, press conference and ENG crew: BPHS2C Broadcast Stereo Headset; and 3000 Series Frequency-agile True Diversity UHF Wireless Systems. Pressure To Rise production: AT897 Line + Gradient Condenser Microphone. Off Track With Carruthers and Bice podcast: BP40 Large-Diaphragm Dynamic Broadcast Microphone and ATH-M40x Professional Monitor Headphones. Video editing: ATH-M50x Professional Monitor Headphones.

www.audio-technica.com

Phoca PDF